

AN OPTIMAL METHOD, SYSTEM, AND STORAGE MEDIUM FOR RESOLVING
DEMAND AND SUPPLY IMBALANCES

ABSTRACT OF THE DISCLOSURE

An exemplary embodiment of the invention relates to a method, system, and storage medium for resolving demand and supply imbalances. The method comprises identifying at least one excess component inventory liability or constraint in supply capability for an end product by matching current buying patterns for the end product against inventory liability and supply capability based on a previous demand forecast. Where excess component inventory liability exists the method refocuses the excess component inventory liability by determining alternative end products that use components identified in the excess component inventory liability; and executes sales activities for enticing sales of the alternative end products. Where constrained supply capability exists, the method determines alternative end products that are functionally equivalent to those identified in the constrained supply capability; and executes sales activities for enticing sales of functionally equivalent alternative end products.